FIGURE 1: ShopLive System Overview

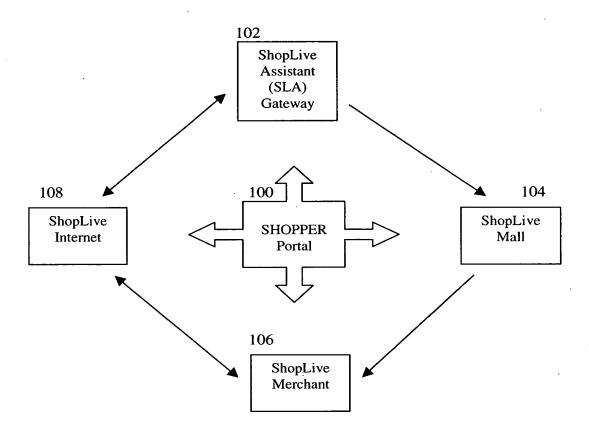


FIGURE 2: SHOPLIVE IMPLEMENTATION MODEL

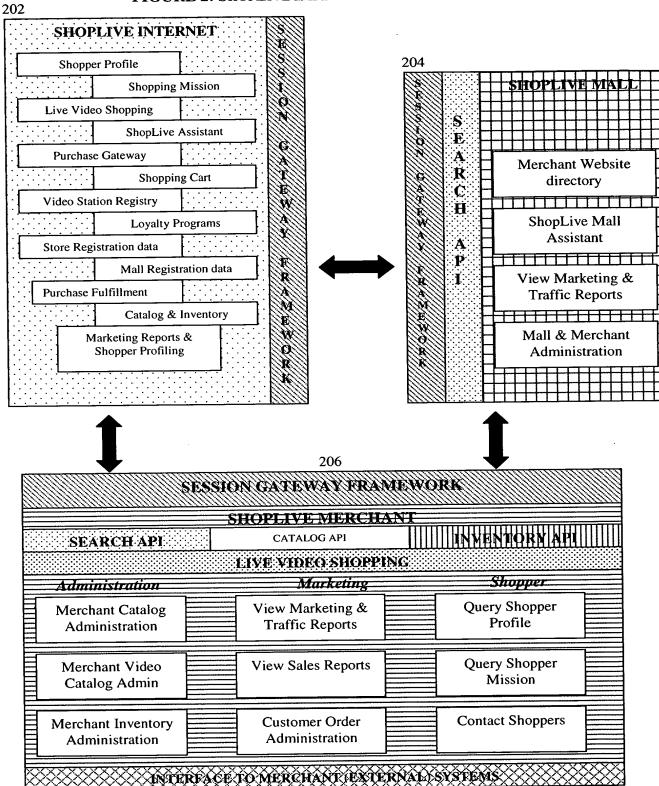


FIGURE 3: ShopLive Video

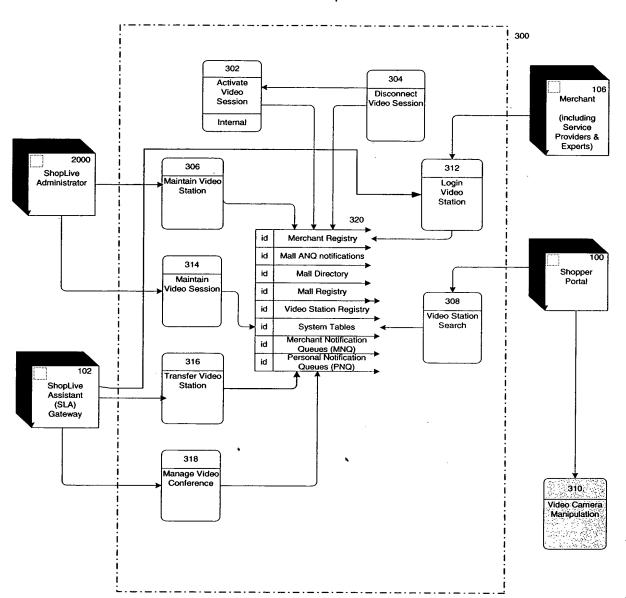
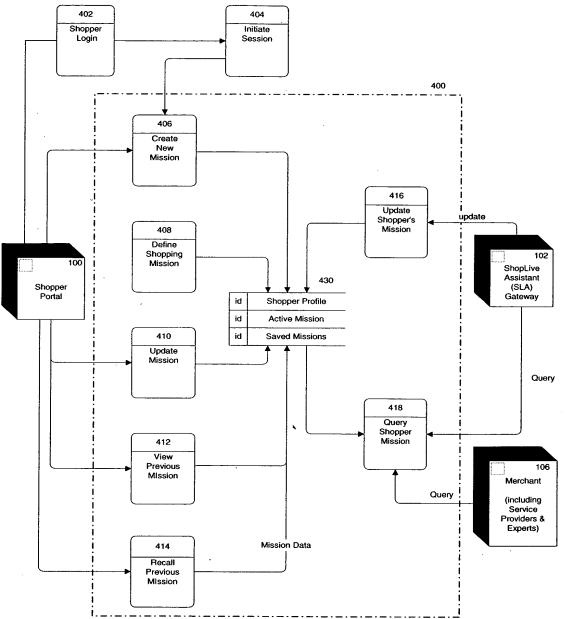


FIGURE 4: Shopping Mission 402 404 Shopper Login Initiate Session



500 512 502 Update Shopper Initial Registration demographics & Summary update 514 504 Update Family 100 Update Address Shopper Portal Shopper Portal 522 Group & Shipping Data Data id Shopper Profile id Demographic data id Family/Group data Shopper Master List id id Address Data 516 506 id Shopper PNQ Update Wish lists & Gift Update Brand id Preferences Preferences Gift Registry Registry id id Shopper Calendar Shopper Financial data id id Personal Folder 508 518 Data Encryption Services Update Special Dates & Calendar 510 520 Update Credit & Manage Financial Data Personal Folder

FIGURE 5: Shopper Profile

FIGURE 6: ShopLive Assisted Shopping

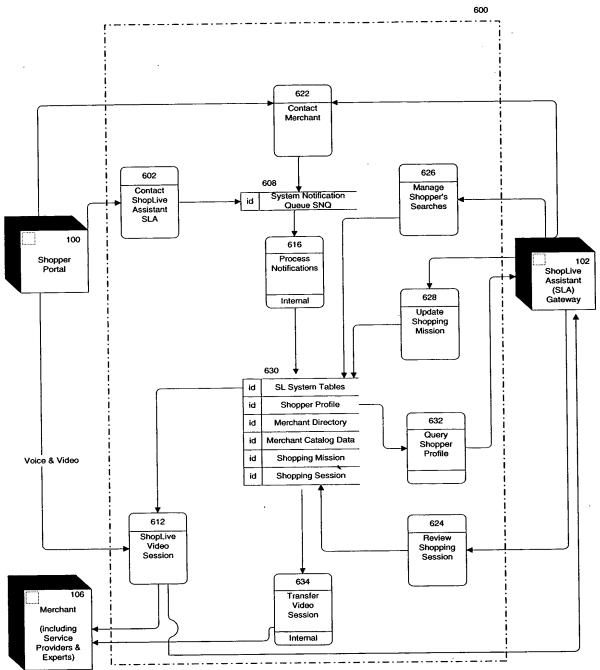
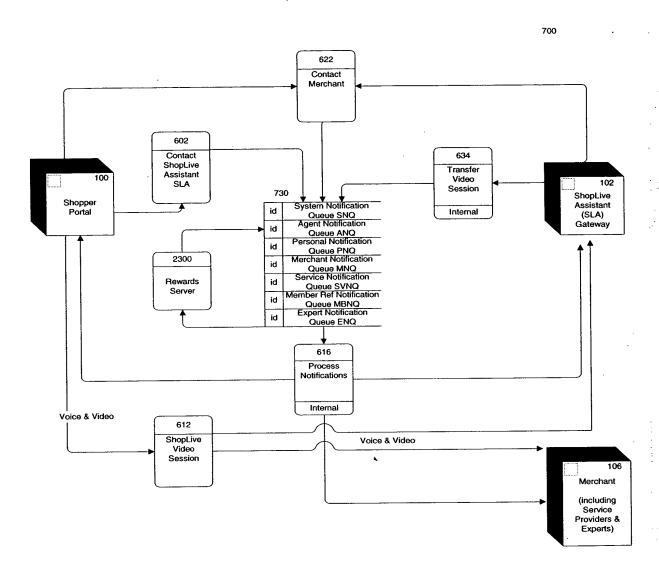
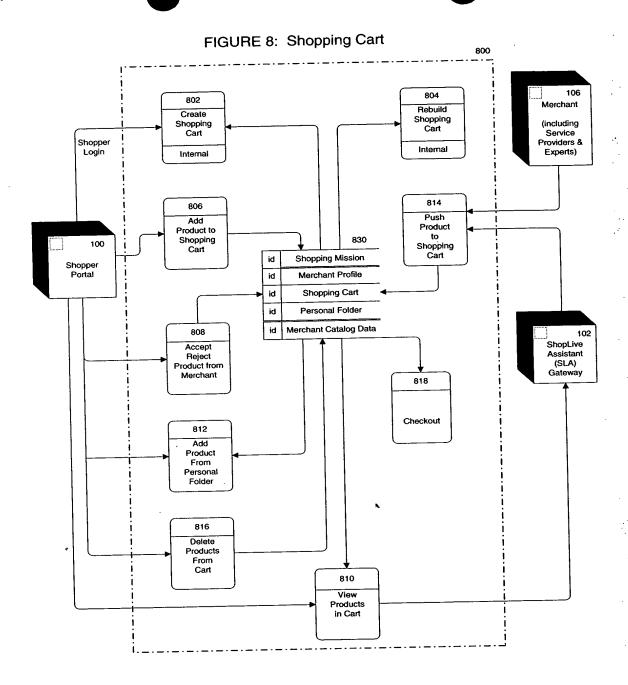
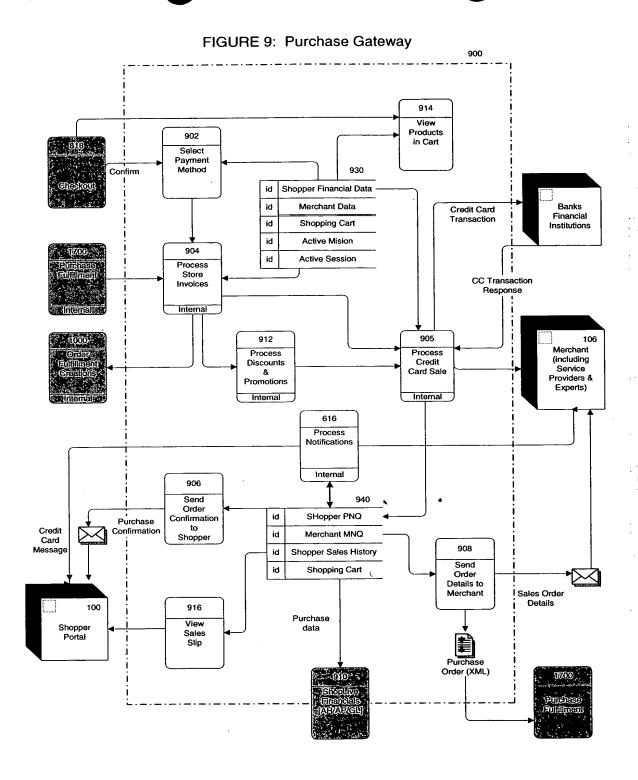


FIGURE 7: ShopLive - Notification Processing







1000 Purchase Gateway 1030 1002 id Inventory Process Purchase id Sales History Order Purchase Order (XML) Internal 1004 Incoming Purchase Order id 1006 1010 Produce Produce Warehouse Reports Order Slips Sales & PO Reports + Order Slips Internal 1008 id Order Slips id Inventory Creations Warehouse Staff 1012 Completed Order Slips Process Warehouse Order Slips 1020 External Delivery
Applications
FedEx & UPS Sheet (XML)

FIGURE 10: Order Fulfillment - Creations

FIGURE 11: Transaction Gateway

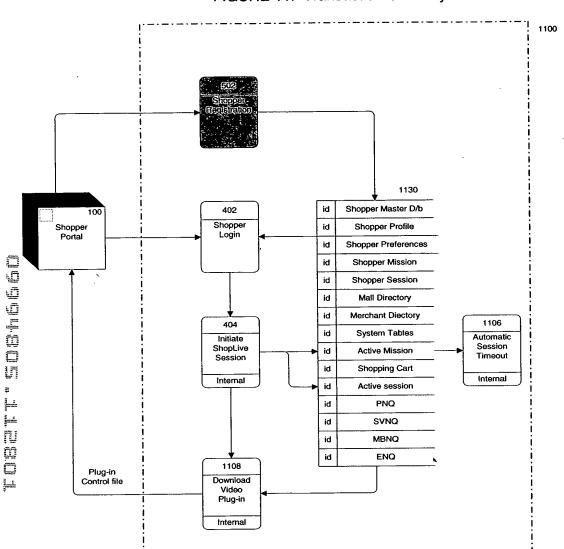
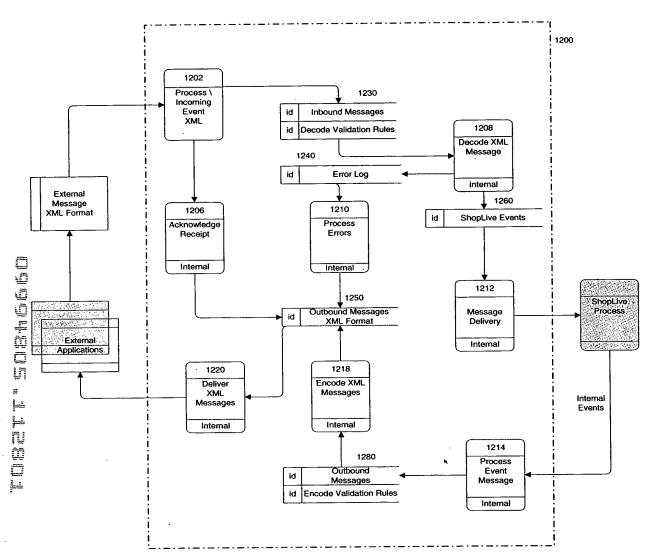


FIGURE 12: Session Gateway Framework



-i 1300 1302 Search For Shopping Malls 1304 Search 1330 For Merchants (Inc. Service 100 102 Mall Directory Shopper Portal id ShopLive Assistant Gateway Providers & Experts) id System Tables id Merchant directory Video Station Directory id 1312 id Merchant Catalog Data Search For Products, Services, & Intellectual Assets 1316 Search For Video Stations 1332 Display Search Results 1314 Search External Catalogs

FIGURE 13: Search Engine

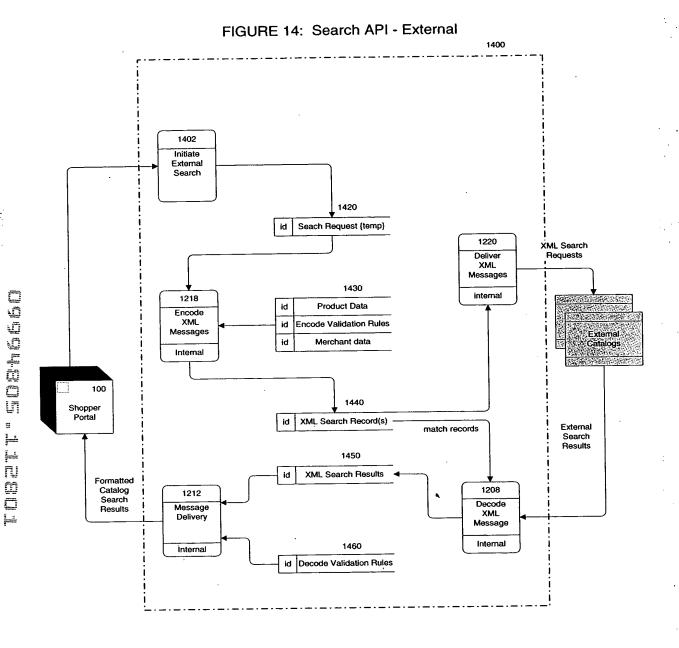


FIGURE 15: Catalog Access - API

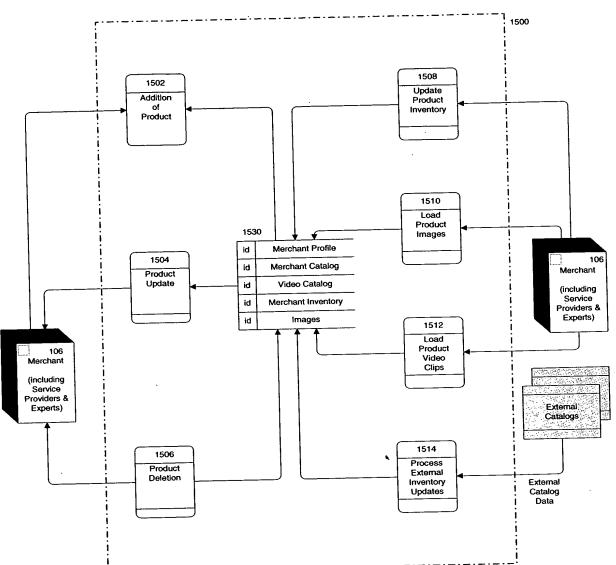


FIGURE 16: External Inventory Access- API

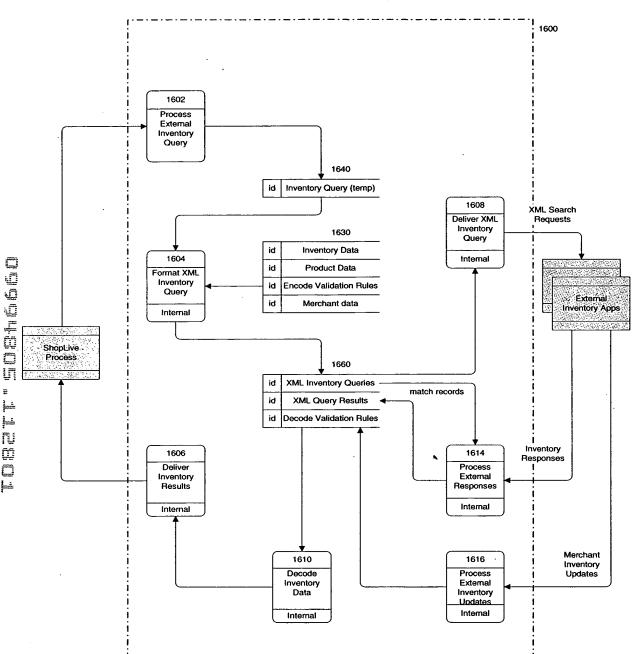
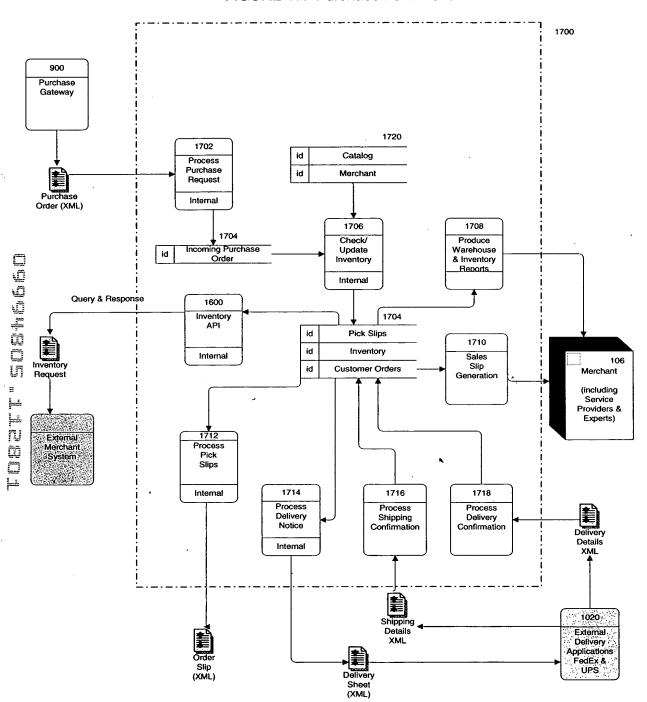
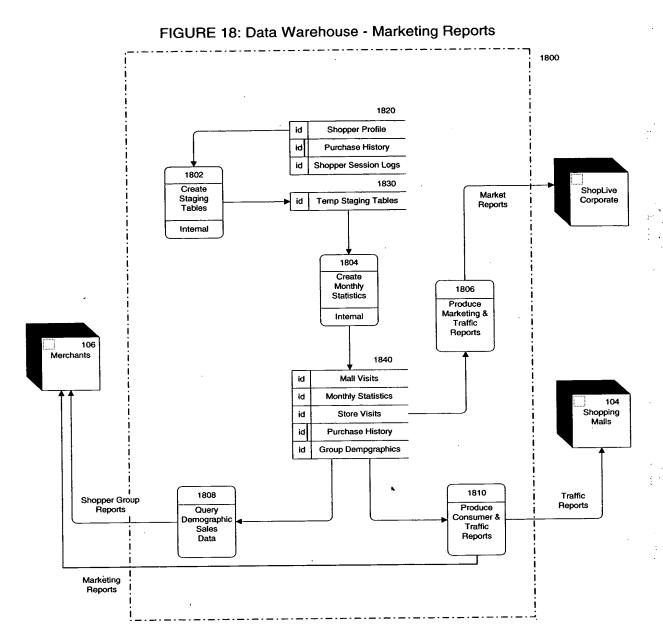


FIGURE 17: Purchase Fulfillment





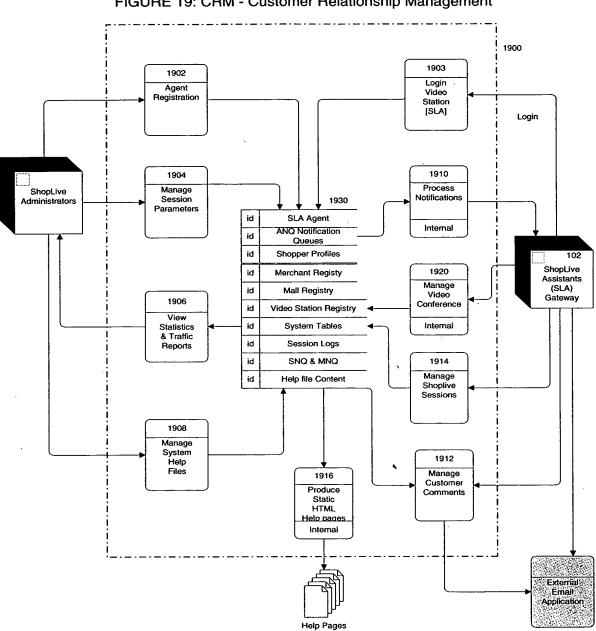


FIGURE 19: CRM - Customer Relationship Management

FIGURE 20: ShopLive Administration System

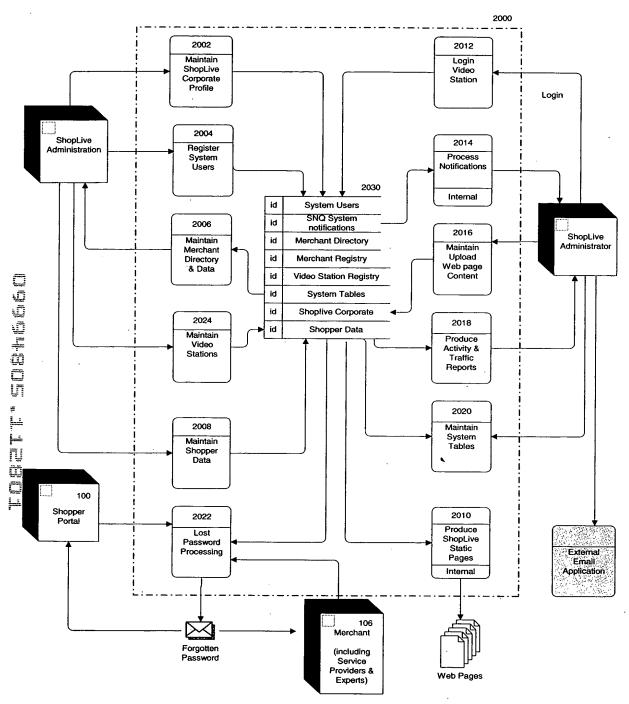


FIGURE 21: Merchant (Store, Service Provider, Expert) Administration System 2100 2104 2102 Login Video Merchant Registration Station Login 2108 Process Notifications 2130 Internal id Merchant Data id MNQ Notification Queue 2106 2112 Maintain id Merchant Inventory Merchant Manage Video Administration Merchant Merchant Stations id Merchant Registy Catalog (including (including id Mall Registry Service Providers & Service Providers & id Video Station Registry Experts) Experts) System Tables Merchant Catalog 2110 2114 View id Merchant Sales & POs Traffic View/Print Reports & id Merchant web pages Sales & Queries Activity Merchant Discounts Reports 2116 2122 Manage Merchant Manage Discounts & Merchant P.O.S **Promotions** & Sales 2124 2120 Manage Manage Produce Merchant Video ShopLive Conferences Profile & Static Web Pages Pages External

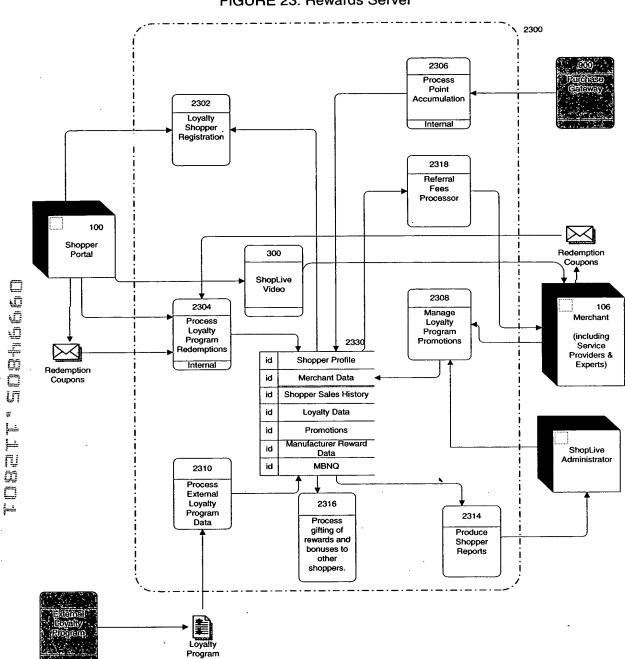
Web Pages Email Application

2200 2212 2202 Login Mall Vldeo Registration Station Login 2204 Mall 2214 Maintain Administration Process Mall Notifications Profile 2230, Internal id Merchant Registry id Mall ANQ notifications 2206 Mall Maintain Mall id Mall Directory Corporate User Calendar & id Mall Registry 2216 Events Maintain id Video Station Registry Upload Web page Content id System Tables Mall events & Calendar id 2208 id Merchant web pages View Traffic Reports & Queries 2218 Produce Activity & Traffic 2210 Reports Maintain Mall Directory Produce Mall Static Pages Internal External Email Application

Web Pages

FIGURE 22: Mall Administration System

FIGURE 23: Rewards Server



Updates

FIGURE 24: ShopLive Auctions

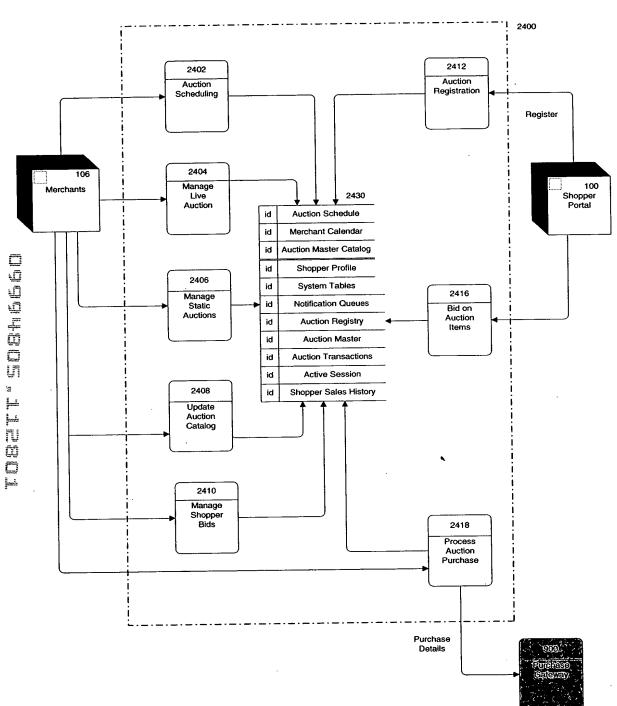


FIGURE 25: Process Nightly Shopper Notifications

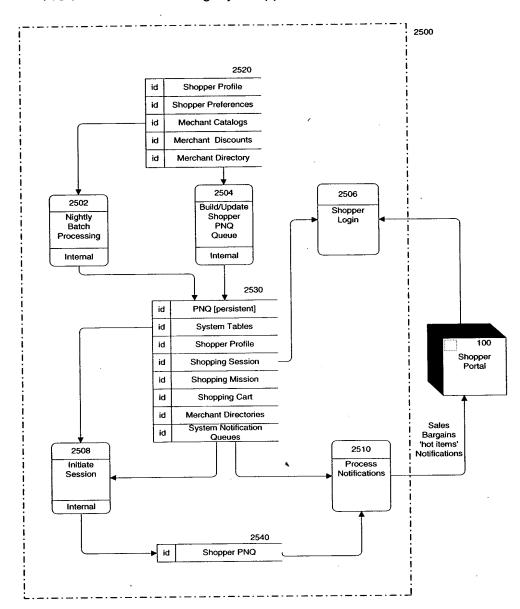


FIGURE 26: CREATIONS – IMPLEMENTATION MODEL

2602



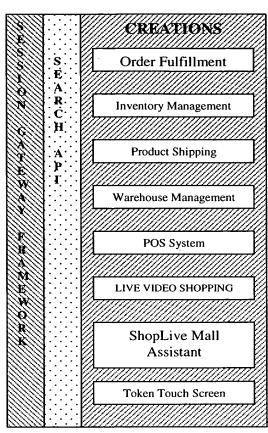
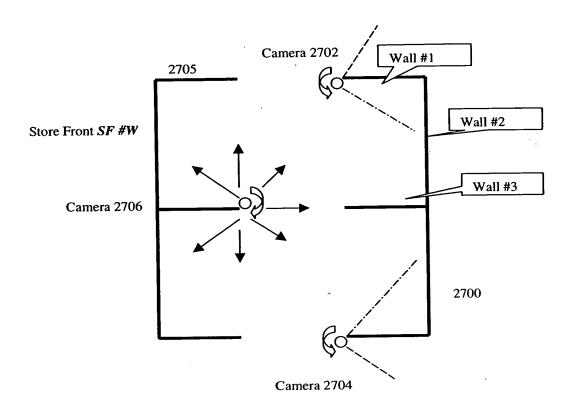
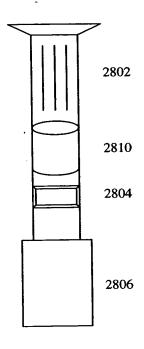


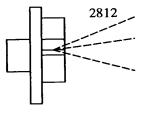
FIGURE 27: Creations - Camera Layout Specification



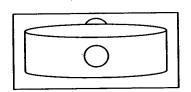
Plan View of Creations Store Front

FIGURE 28: Video Work Stations - Camera Columns





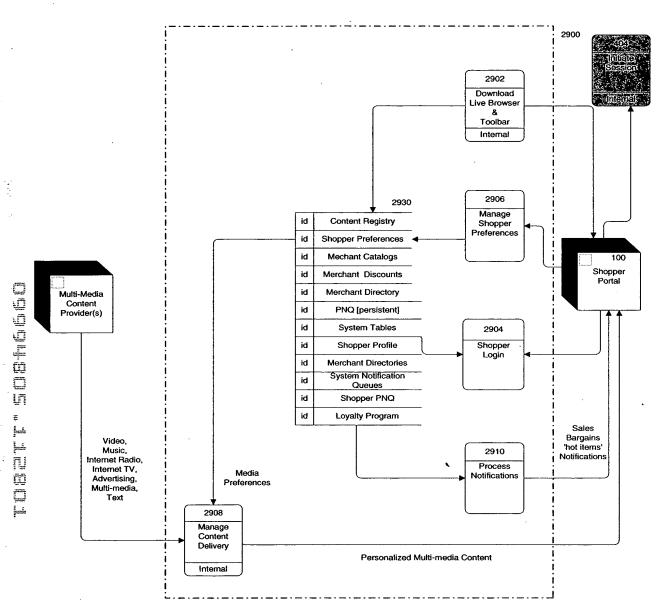
Side View of Wall Camera Unit



Front View of Camera Unit

2814

FIGURE 29: Live Browser



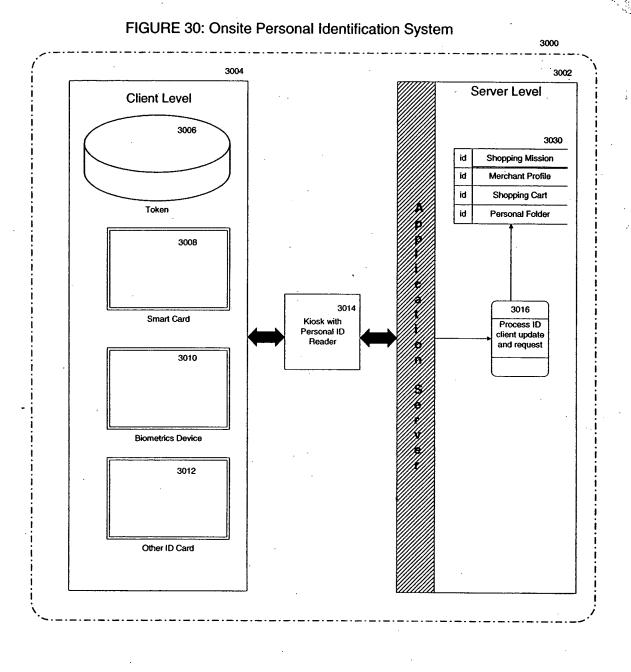


FIGURE 31: Referral Server

